

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventorss: R.D. Percy et al. Attorney Docket No.: RDPA121854
Patent No.: 6,970,131 Confirmation No.: 1376
Issued: November 29, 2005
Title: SATELLITE POSITIONING SYSTEM ENABLED MEDIA
MEASUREMENT SYSTEM AND METHOD

**REVOCACTION OF POWER OF ATTORNEY WITH NEW POWER OF ATTORNEY,
and STATEMENT UNDER 37 C.F.R. § 3.73(b)**

TO THE COMMISSIONER FOR PATENTS:

RDPA, LLC, a Washington corporation having a principal place of business at 2151 North Northlake Way, Suite 210, Seattle, Washington 98103 ("current Assignee"), represents that it is the owner of the entire right and title to and interest in the above-identified application by virtue of a chain of title from the inventors to the current Assignee, as shown below:

1. From: Roger D. Percy, Kay S. Burke,
James W. Baker, and R. Cameron Percy
To: RDP Associates, Incorporated

The document was recorded in the U.S. Patent and Trademark Office at Reel 013577, Frame 0294.

2. From: RDP Associates, Incorporated
To: RDPA, LLC

A copy of the document is attached.

The current Assignee hereby revokes all previous powers of attorney given and filed in said application and appoints the practitioners associated with Customer No. 26389 as the attorneys to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.

Address all telephone calls to Gary S. Kindness at Telephone No. 206.695.1702.

Please address all further correspondence relating to said application to:

Customer No. 26389

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
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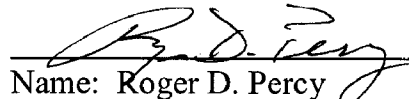
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For submissions on behalf of an organization (e.g., corporation, partnership, university, government agency, etc.), the undersigned (whose title is supplied below) is empowered to act on behalf of the organization.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Respectfully submitted,

Date: 1/29/07


Name: Roger D. Percy
Title: President

GSK/nfs

COPY

Attorney Docket Nos.: RDPA119986
RDPA119987
RDPA120047
RDPA121854
RDPA127175
RDPA127484

**ASSIGNMENT TO SUBSEQUENT PURCHASER
OF APPLICATION, LETTERS PATENT, AND INVENTIONS**

WHEREAS, **RDP Associates, Incorporated**, 2151 North Northlake Way, Suite 210, Seattle, Washington 98103 (hereinafter the ASSIGNOR), is the owner by assignment of the following:

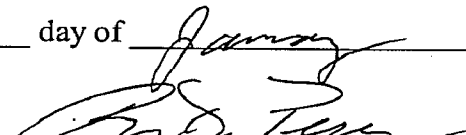
Appl'n/Patent No.	Filing/Issue Date	Title
11/366,349	March 2, 2006	SATELLITE POSITIONING SYSTEM ENABLED MEDIA MEASUREMENT SYSTEM AND METHOD
11/489,029	July 18, 2006	
6,970,131	November 29, 2005	
7,038,619	May 2, 2006	
60/345,908	December 31, 2001	SYSTEM FOR TRACKING CONSUMER EXPOSURE TO OUTDOOR ADVERTISING UTILIZING GPS
60/427,904	November 20, 2002	GLOBAL POSITIONING SYSTEM ENABLED MEDIA MEASUREMENT SYSTEM AND METHOD

and

WHEREAS, **RDPA, LLC**, 2151 North Northlake Way, Suite 210, Seattle, Washington 98103 (hereinafter the ASSIGNEE), is desirous of acquiring the entire right and title thereto and interest therein:

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE its entire right and title to and interest in said application, patents, and inventions, including the right to apply for patents thereon in foreign countries in ASSIGNOR'S name or in the name of ASSIGNEE, said inventions and all applications and patents on said inventions to be held and enjoyed by ASSIGNEE as entirely as the same would have been held and enjoyed by ASSIGNOR had this sale, assignment, and transfer not been made, and ASSIGNOR does hereby further agree and promise to execute all instruments and render all such assistance as ASSIGNEE may request in order to make and prosecute any and all applications on said inventions, to enforce any and all patents on said inventions, and to confirm in ASSIGNEE legal title to said inventions and all applications and patents on said inventions, all without charge to ASSIGNEE but at no expense to ASSIGNOR.

Executed at Seattle, Washington, this 29 day of January, 2007.

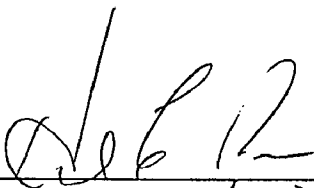


STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

I certify that I know or have satisfactory evidence that **Roger D. Percy** is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it as the President of RDP Associates, Inc., to be the free and voluntary act of such party for the uses and purposes mentioned in the instrument.

Dated: January 29, 2007

(Seal or stamp)


Printed Name: Howard E. Benn
Notary Public
My appointment expires 4/13/09

GSK:aew

